

## INVOICE



**WXII**  
**700 Coliseum Drive**  
**Winston-Salem, NC 27106**  
**Main: (336)721-9944**  
**Billing: (410)338-6432**

www.wxii12.com

Billing Address:

**Smart Media Group LLC (VA)**  
**Attention: Accounts Payable**  
**814 King St**  
**Ste 400**  
**Alexandria, VA 22314**

Send Payment To:

**WXII**  
**PO Box 26888**  
**Lehigh Valley, PA 18002-6888**

Invoice #	Invoice Date	Invoice Month	Invoice Period
929161-1	09/09/12	September 2012	08/27/12 - 09/06/12

Station	Account Executive	Sales Office	Sales Region
WXII	Fran Berg	Eagle-Washingt	National

Advertiser	Product	Estimate Number
McCrory/R/Governor	MCCRORY/G/R	827906

Flight Dates	Order #	Alt Order #
08/27/12 - 09/06/12	929161	07887450

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
1046		

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	09/01/12	09/01/12	WXII 12 News	5:30-6am	-----S-	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/27/12 09/02/12 -----S- 1 \$100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII Sa 09/01/12 5:50 AM WXII 12 News 5:30-6am :30 PM12113T \$100.00 NM									
2	08/27/12	08/27/12	M-F WXII 12 News @ 6 a-7am		M-----	:30	1	\$625.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/27/12 09/02/12 M----- 1 \$625.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII M 08/27/12 6:58 AM M-F WXII 12 News @ 6 am 6-7am :30 PM12118T \$625.00 NM									
3	09/02/12	09/02/12	WXII 12 Sa/Su News at 6-8am		-----S	:30	1	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/27/12 09/02/12 -----S 1 \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII Su 09/02/12 7:28 AM WXII 12 Sa/Su News at 6am 6-8am :30 PM12113T \$300.00 NM									
4	09/02/12	09/02/12	NBC Sunday Today	8-9am	-----S	:30	1	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/27/12 09/02/12 -----S 1 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII Su 09/02/12 8:29 AM NBC Sunday Today 8-9am :30 PM12113T \$600.00 NM									
5	08/27/12	08/30/12	M-F WXII 12 News @ 5 p-6pm		MTWT---	:30	4	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/27/12 09/02/12 MTWT--- 4 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII M 08/27/12 5:29 PM M-F WXII 12 News @ 5 pm 5-6pm :30 PM12118T \$600.00 NM 3 WXII Tu 08/28/12 5:14 PM M-F WXII 12 News @ 5 pm 5-6pm :30 PM12118T \$600.00 NM 4 WXII W 08/29/12 5:58 PM M-F WXII 12 News @ 5 pm 5-6pm :30 PM12118T \$600.00 NM 2 WXII Th 08/30/12 5:39 PM M-F WXII 12 News @ 5 pm 5-6pm :30 PM12118T \$600.00 NM									
6	09/03/12	09/05/12	M-F WXII 12 News @ 5 p-6pm		MTW----	:30	3	\$600.00	NM

MTWTFSS

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertiser](http://www.hearsttelevision.com/for_advertiser).  
 We warrant that the actual broadcast information shown on this invoice was taken from the program log.

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**Lehigh Valley, PA 18002-6888**

Invoice #	Invoice Date	Invoice Month	Invoice Period
929161-1	09/09/12	September 2012	08/27/12 - 09/06/12
Advertiser	Product	Estimate Number	
McCrorry/R/Governor	MCCRORY/G/R	827906	

www.wxii12.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	09/03/12	09/05/12	M-F WXII 12 News @ 5 p5-6pm		MTW----	:30	3	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 MTW---- 3 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII M 09/03/12 M-F WXII 12 News @ 5 pm 5-6pm :00 <del>\$600.00</del> NM Credited 3 WXII Tu 09/04/12 5:28 PM M-F WXII 12 News @ 5 pm 5-6pm :30 PM12113T \$600.00 NM 2 WXII W 09/05/12 5:37 PM M-F WXII 12 News @ 5 pm 5-6pm :30 PM12113T \$600.00 NM									
7	08/28/12	08/29/12	M-F WXII 12 News @ 6 p6-630pm		-TW----	:30	2	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/27/12 09/02/12 -TW---- 2 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII Tu 08/28/12 6:11 PM M-F WXII 12 News @ 6 pm 6-630pm :30 PM12118T \$1,000.00 NM 2 WXII W 08/29/12 6:22 PM M-F WXII 12 News @ 6 pm 6-630pm :30 PM12118T \$1,000.00 NM									
8	09/03/12	09/06/12	M-F WXII 12 News @ 6 p6-630pm		MT-T---	:30	3	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 MT-T--- 3 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WXII M 09/03/12 6:14 PM M-F WXII 12 News @ 6 pm 6-630pm :30 PM12113T \$1,000.00 NM 3 WXII Tu 09/04/12 6:27 PM M-F WXII 12 News @ 6 pm 6-630pm :30 PM12113T \$1,000.00 NM 1 WXII Th 09/06/12 6:21 PM M-F WXII 12 News @ 6 pm 6-630pm :30 PM12113T \$1,000.00 NM									
9	09/01/12	09/01/12	Sa WXII 12 News @ 6 pm6-630pm;		-----S-	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/27/12 09/02/12 -----S- 1 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII Sa 09/01/12 6:22 PM Sa WXII 12 News @ 6 pm 6-630pm; :30 PM12113T \$400.00 NM									
10	08/28/12	09/02/12	M-Su WXII 12 News @ 11-1135pm		-TWT--S	:30	4	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/27/12 09/02/12 -TWT--S 4 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WXII Tu 08/28/12 11:34 PM M-Su WXII 12 News @ 11 pm 11-1135pm :30 PM12118T \$800.00 NM 4 WXII W 08/29/12 11:37 PM M-Su WXII 12 News @ 11 pm 11-1135pm :30 PM12118T \$800.00 NM LR- Network Program Runover 2 WXII Th 08/30/12 11:48 PM M-Su WXII 12 News @ 11 pm 11-1135pm :30 PM12118T \$800.00 NM LR- Network Program Runover 1 WXII Su 09/02/12 11:19 PM M-Su WXII 12 News @ 11 pm 11-1135pm :30 PM12113T \$800.00 NM									
11	09/03/12	09/05/12	M-Su WXII 12 News @ 11-1135pm		MTW----	:30	3	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 MTW---- 3 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WXII M 09/03/12 11:20 PM M-Su WXII 12 News @ 11 pm 11-1135pm :30 PM12113T \$800.00 NM 1 WXII Tu 09/04/12 11:25 PM M-Su WXII 12 News @ 11 pm 11-1135pm :30 PM12113T \$800.00 NM 3 WXII W 09/05/12 12:16 AM M-Su WXII 12 News @ 11 pm 11-1135pm :30 PM12113T \$800.00 NM LR - Football									

Total Spots

23

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929161-1	09/09/12	September 2012	08/27/12 - 09/06/12
<u>Advertiser</u>	<u>Product</u>	<u>Estimate Number</u>	
McCrary/R/Governor	MCCRORY/G/R	827906	

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**Payment Terms 30 Days**

<u>Gross Total</u>	<b>\$16,225.00</b>
<u>Agency Commission</u>	<b>\$2,433.75</b>
<u>Net Amount Due</u>	<b>\$13,791.25</b>